



Characteristics of La Revue POLYTECHNIQUE

Founded in 1898 as a polytechnical magazine, La Revue POLYTECHNIQUE, due to its high profile in french-speaking Switzerland, for over 120 years, has been an important information source for decision-makers in industry + SMEs. In an era of increasing specialisation, where often only generalists have an overview, broad information is particularly important.

www.revue-polytechnique.ch

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Editorial Program 2021

#	Issue	Ad close	Editorial deadline	Main Focus	Trade fairs
1	27/01/2021	04/01/2021	04/01/2021	- Fluidic - Embedded Systems	- MICRONARC ALPINE MEETING, Villars s/Ollon, 07-09/02/2021 - PUMPS & VALVES, Zurich, 10-11/02/2021 - EMBEDDED WORLD, Nuremberg (D), 02-04/03/2021
2	26/02/2021	05/02/2021	01/02/2021	- Machine tools - Logistics	- INNOTEQ, Bern, 02-05/03/2021 - LOGIMAT, Stuttgart (D), 09-11/03/2021 - SALON DES INVENTIONS, Geneva, 10-14/03/2021 - TECHNOPOLIS, Sion, 11/03/2021 - GLOBAL INDUSTRIE, Lyon (F), 16-19/03/2021
3	26/03/2021	05/03/2021	01/03/2021	- Drive-Transmissions - Tools	HANNOVER MESSE (D), 12-16/04/2021
4	27/04/2021	07/04/2021	26/03/2021	- Sensor technology - Electrical engineering	- SENSOR+TEST, Nuremberg (D), 04-06/05/2021 - ELECTRO-TEC, Bern, 19-20/05/2021
5	27/05/2021	07/05/2021	03/05/2021	- Watchmaking - Civil Engineering	- EPHJ, Geneva, 08-11/06/2021 - SUISSE PUBLIC, Bern, 08-11/06/2021
6	29/06/2021	11/06/2021	07/06/2021	- Medical technology - Surface treatment	Retrospective ELECTRO-TEC
7	28/07/2021	09/07/2021	05/07/2021	- Connection technology - Telecommunications	Retrospectives EPHJ + SUISSE PUBLIC
8	25/08/2021	06/08/2021	02/08/2021	- Production technology - Industrial Computing	- SINDEX, Bern, 31/08-02/09/2021 - COM-EX, Bern, 31/08-02/09/2021 - AM Expo, Lucerne 14-15/09/2021 - MICRONORA, Besançon (F), 21-24/09/2021
9	24/09/2021	03/09/2021	30/08/2021	- Automation - Electronics	AUTOMATION & ELECTRONICS, Zurich, 29-30/09/2021
10	27/10/2021	08/10/2021	04/10/2021	- Materials - Food Technology	Retrospective SINDEX
11	29/11/2021	05/11/2021	01/11/2021	- Physics, chemicals, biotechnology - Microtechnology	Retrospectives MICRONORA + ILMAC
12	20/12/2021	26/11/2021	22/11/2021	Construction	SWISSBAU, Bern, 18-21/01/2022

Periodical topics

- Drive technology, engines
- Automation, measurement technology, control technology, connection technology
- Electronics, electrical engineering

- Energy
- Engineering
- Industrial computing, telecommunications
- Physics, mechanics, materials, metal and sheet metal processing

- Production technology, robotics, microtechnology
- Security, environment
- Economy

Significant observations

The editorial staff reserves the right to modify this program according to unforeseen imperatives. Trade fairs dates are also subject to change.



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Advertising rates 2021

Prices in CHF excl. VAT

Formats	Dimensions	Prices
Panorama	420 x 297*	5,990.-
2 nd and 4 th cover page	185 x 267 210 x 297*	3,990.-
Full page	185 x 267 210 x 297*	3,490.-
Junior page	130 x 190 134 x 205*	2,490.-
1/2-page	vertical 90 x 267 102 x 297* horizontal 185 x 130 210 x 145*	1,990.-
1/3-page	vertical 60 x 267 69 x 297* horizontal 185 x 86 210 x 98*	1,290.-
1/3-page EDITORIAL	60 x 267 185 x 86	1,590.-
1/4-page standard	vertical 90 x 130 100 x 145* horizontal 46 x 267 55 x 297* 185 x 64 210 x 77*	990.-
1/6-page	vertical 46 x 130 horizontal 122 x 64	690.-
1/8-page	vertical 59 x 97 stripe 185 x 29	490.-

Dimensions in millimetres

*Full bleed (+ 3 mm trim)

Discount

within 12 months
3 ads 5 % 6 ads 10 % 9 ads 15 %
From 12 ads see POLY-PARTNERS
Commission agency: 10 %

POLY-PARTNERS

With a term of one year one ad in each issue
(12 ads per year)

Panorama, 2nd and 4th cover page, price on request

12 x 1/1-page to	CHF 2,490.-	=	CHF 29,880.- per year
12 x Juniorpage to	CHF 1,790.-	=	CHF 21,480.- per year
12 x 1/2-page to	CHF 1,390.-	=	CHF 16,680.- per year
12 x 1/3-page to	CHF 890.-	=	CHF 10,680.- per year
12 x 1/4-page to	CHF 690.-	=	CHF 8,280.- per year
12 x 1/6-page to	CHF 490.-	=	CHF 5,880.- per year
12 x 1/8-page to	CHF 390.-	=	CHF 4,680.- per year

Failure to comply with the contract leads to retroactive billing

Exhibitor-Flash

Product description
from CHF 390.-

Loose inserts and flyers

Loose inserts and flyers, max. 205 x 295 mm

Delivery of 3000 copies

8 sheets (16 pages)	CHF 3,900.-
4 sheets (8 pages)	CHF 3,600.-
1 sheet (2 pages)	CHF 2,800.-

Further formats, prices on request

Technical data

Minimum print run:	3000 copies
Publication:	12 x a year (monthly)
Format:	A4 210 x 297 mm
Binding:	stapled or spine glued
Printing:	Offset
Documents:	in digital form (300 dpi), images and texts
Deadline printing documents:	10 days before closing date
Printing proof:	on request only (PDF)

Job advertisement – publireportage

2/1-page	CHF 3,390.-	1/2-page	CHF 1,490.-
1/1-page	CHF 2,290.-	1/4-page	CHF 825.-

Internet-Banner

Horizontal	60 x 468 px:	CHF 390.-/month or CHF 3'900.-/year
Vertical	160 x 300 px:	CHF 490.-/month or CHF 4'900.-/year
Vertical	160 x 600 px:	CHF 590.-/month or CHF 5'900.-/year

Directories

12 x year	
Standard-field	42 x 25 mm: CHF 700.-
Double-field	42 x 50 mm: CHF 1,200.-
Prepayment	

New products « De la Recherche à l'Application »

Product description with 1000 characters incl. blanks + image
Design : 1/3-page horizontal with coloured background
CHF 490.-

Official publication medium of relevant professional associations

ASTT Association suisse de traitement thermique des matériaux
FSPM Fédération suisse des professionnels de la mécanique
sections de Genève, Vaud, Neuchâtel, Jura et Valais

GESO Groupement de l'électronique de Suisse occidentale
swissT.net swiss technology network (french part of Switzerland)
UIG Union industrielle genevoise

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